

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY ROME

INFO AMCONSUL MILAN

AMEMBASSY PARIS

UNCLAS STATE 216013

PARIS FOR USTS

E.O. 11652: N.A.

TAGS: BEXP, IT

SUBJECT: PROPOSED DISCOVER AMERICA TRAVEL ORGANIZATIONS

INTERNATIONAL COMMITTEE TEAM VISIT TO ROME

OCTOBER 7 - 12

REF: 10 FAM 914.1; ROME 2205

FOR: COMMERCIAL SECTION AND PAO

1. THE INTERNATIONAL COMMITTEE OF THE DISCOVER AMERICA TRAVEL ORGANIZATIONS (DATO), THE NATIONAL PROFESSIONAL ORGANIZATION WHICH REPRESENTS 1,500 AMERICAN AND CANADIAN TRAVEL INDUSTRY RELATED COMPANIES, WISHES TO MAKE A FOUR DAY VISIT TO ROME FOR THE PURPOSE OF WORKING WITH THE VISIT USA COMMITTEE ON THE FORMATION OF A DRAFT MARKETING PLAN AS CALLED FOR IN 10 FAM 914.1. THE INTERNATIONAL COMMITTEE IS CHAIRED BY JAMES A. HENDERSON, EXECUTIVE VICE PRESIDENT, AMERICAN EXPRESS, AND INCLUDES IVAN ROSENSTRACK, ASSISTANT

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TO THE PRESIDENT, THOMAS COOK & SONS; J. THOMAS MCMAHON,

MARKETING DIRECTOR, PAN AMERICAN; JOHN PAINE, CONSULTANT, -
INTERNATIONAL PROGRAMS, DATO. IT IS POSSIBLE THAT REPRESENTATIVES FROM TWA, USIA, AND USTS MAY ALSO ACCOMPANY GROUP. SUGGESTED DATES ARE O/A OCTOBER 7-12.

2. WITH YOUR COOPERATION AND ADVICE, THE TEAM WILL EN-

DEAVOR TO DEVELOP A PROFESSIONAL TRAVEL MARKETING PLAN THAT WILL ASSIST YOU IN ACCOMPLISHING THE TRAVEL PROMOTION GOALS OUTLINED IN THE FY 76 AND FY 77 DRAFT CCP'S FOR ITALY. DATO INTERNATIONAL COMMITTEE WORKING GROUP HAS DEVELOPED A SIMILAR PLAN FOR VENEZUELA WHICH WE ARE FORWARDING SEPARATELY BY POUCH TOGETHER WITH ITS REPORT ON ITS VISIT TO CARACAS. THIS MATERIAL WILL GIVE YOU A BETTER IDEA OF THE TYPE OF MARKETING PLAN THAT IS ENVISAGED FOR ITALY.

3. IF THIS VISIT MEETS WITH YOUR APPROVAL, WE WOULD APPRECIATE THE FOLLOWING ASSISTANCE:

A. MEETING WITH THE EMBASSY COMMERCIAL SECTION TO DISCUSS THE DRAFT MARKETING PLAN OUTLINE;

B. MEETING WITH ALL MEMBERS OF THE VISIT USA COMMITTEE;

C. INDIVIDUAL APPOINTMENTS WITH REPRESENTATIVES OF PAA, AMERICAN EXPRESS, TWA AND THOMAS COOK & SONS FOR U.S.-BASED OFFICIALS;

D. WHATEVER OTHER BUSINESS/SOCIAL ARRANGEMENTS POST WOULD DEEM ADVISABLE. FYI GROUP WOULD LIKE FIRST DAY OF VISIT FREE FOR APPOINTMENTS MADE PRIVATELY. ALSO WOULD APPRECIATE STATUS VISIT USA COMMITTEE IN MILAN.

ACTION REQUESTED: GROUP WILL MAKE OWN HOTEL RESERVATIONS. PLEASE INFORM SOONEST IF VISIT, DATES, FACILITATIVE ASSISTANCE, SHCHEDULE ACCEPTABLE. KISSINGER

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